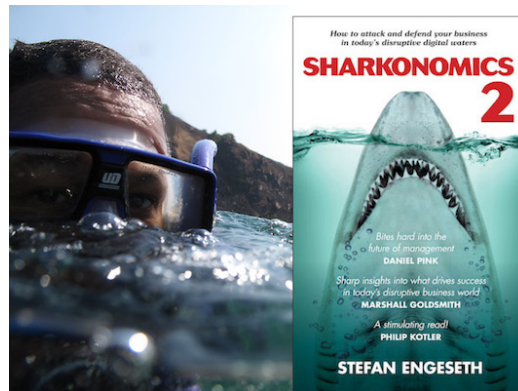


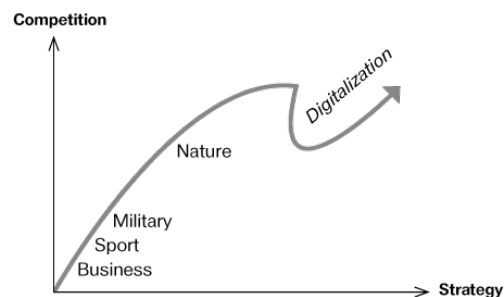
## Stefan Engeseth:

Keynote speaker, Author of Sharkonomics, Creative Futurist, shark diver, Guest Professor (NYU Prague).



## Sharkonomics: How to attack and defend your business in today's disruptive digital waters

As **Sir Richard Branson** has said: *"To survive, companies have to behave like sharks – if they don't keep moving they will drown."* With digitalization, business is now as competitive as Nature, where everyone is on the menu. There are no longer limitations in terms of countries, markets or segments. Digital sharks such as Amazon and Alibaba are moving across the globe towards anything they can feed on. This increases the need for management to update itself in both attacking and defensive moves.



Sharks are one of Nature's most revered and feared predators. But if you study their behaviour, you will learn that they are also highly strategic and efficient in the way they survive and thrive

in Nature's competitive environment. Inspired by the shark's evolved (over 420 million years) instincts and strategic moves, this original and inspiring book provides businesses with 10 ways to attack market leaders and take market share. On top of that, it offers defence tactics against attack for those companies seeking to protect their market share.

*`It is the one that is most adaptable to change...that will survive`*

**Charles Darwin**

*`In Sharkonomics, Stefan Engeseth bites hard into the future of management.`*

**Daniel Pink, Author of *When: The Scientific Secrets of Perfect Timing***

*`Sharkonomics provides sharp insights into what drives success in today's disruptive business world.`*

**Marshall Goldsmith, NYT bestselling author, and two-time Thinkers 50 #1 Leadership Thinker**

*`Creative parallels to the world of nature and sharks and provides a fresh look at business.`*

**Merci Olsson, Marketing and Communications Director, Nobelprize.org**

*`It's about time someone took competitive strategy thoughts to the phase of the 21st century. Stefan Engeseth always has new and surprising angles on how companies should create enduring business success.`*

**Carl Wåreus, Head of Agency, Google Sweden**

*`A stimulating read!`*

**Prof. Philip Kotler**

*`World class! A powerful inspirational speaker and a pure business genius!.`*

**Magnus Serratusell Wallin, Marketing Manager, PE Accounting**

### **Why Sharkonomics?**

Quite simply, nature is smarter than the likes of Stanford, Harvard, MIT, McKinsey, Boston Consulting Group, Bain, IBM, Apple and all of the other Fortune 500 companies. In nature, sharks have to move to survive. But in business most market leaders remain static, because they are stuck in history – and eventually they become shark food. Sharks don't perform by producing endless Power Points; they take chunks out of market share. Sharkonomics will reveal how the logos of market leaders will have more chunks taken out of them than a seal after a shark picnic.

**It's not just about attack**

Sharkonomics also includes tactics for companies to defend themselves against attack. It is important to state that Sharkonomics is inspired by nature; Engeseth's intention is not to spread fear – except perhaps in boardrooms!

### **Deep research**

Stefan, the author of Sharkonomics, dived with sharks in South Africa as part of his research for the book!

- Digitize or Die.
- Don't get stuck in history: Test and adapt before it's too late.
- Move or die: Sharks move 24/7 most brands don't.
- Apple, Google, Toyota, Alibaba and IKEA's mortality vs. evolution.
- More case studies and discussion in BtoB, BtoC and CtoC.
- Sharks work functional but still they manage to create an emotion strong brand, with their triangle dorsal fin and jaws.
- Sharks have been superior in creating ROI in over 420 million years and still are leader in their territory.
- Discussion: Attack and defense scenarios effects in long and short term on brand- and business performance?

Take a bite at [www.Sharkonomics.com](http://www.Sharkonomics.com)

**PS** *Sharkonomics is delivered in short lectures, and in full days workshops (attack and defense strategies).*

**Topics:** Sharks are world champions in adapting. Sharkonomics is adapting topics into organizations and corporations where needed.

**Trends:** As a Creative Futurist Stefan believes it's important to not only look at trends but create them; unique models to spot and attack the future.

**Creativity:** How to see what others do not see, and understand things before the competition.

**Innovation:** How to innovate like a Shark. Move or Die is what Sharkonomics is all about. In nature adaption is not an option. Learn from nature, how to innovate.

**Leadership:** Sharkonomics bites into the future of leadership.

**Internet/social media:** *"The book ONE is about one of today's hottest topics – how companies can benefit from the energy of the consumer."* Internet World.

**Digitalization:** As a Keynote speaker in AI and other tech conferences, Stefan can create a sense of urgency in digitalization for any business field, by showing the potential business opportunities. • How great AI could turn reality upside down • Solving the future of AI

### **Biography, Stefan Engeseth**

All his life he has seen patterns of the future and been called the ‘Creative Futurist.’ Over the last 20 years, he has spotted and seen the future over and over again. He is often described as one of the world’s leading experts and speakers in his field.

Lectures at TEDx, Ericsson (HQ), Disney Nordic (HQ), Audi, VW, Porsche, Roche, AAK etc.

Based in Stockholm (Sweden), lectured in USA (tour), Amsterdam, Dubai, Mumbai, Singapore, Prague, London, Brussels, New Zealand, Australia and all over Scandinavia. He has shared the same platform with the likes of Sir Richard Branson, Chris Anderson, Alexander Osterwalder, Guy Kawasaki, Guy Clapperton, Sir Tim Berners-Lee as well as Nobel Peace Prizewinners.

His lectures have become extremely popular because they are stimulating yet easy to take in and use. He has held over 1.500 lectures and workshops internationally at corporations and academic institutions. He has also taken part in the Öresund Consulate’s reference group on the Öresund bridge between Sweden and Denmark one of the largest projects of its kind in Europe. He write articles for international business magazines.

After successfully writing four books including ‘One’ and ‘Sharkonomics,’ which has been translated into several languages, he keeps uncovering patterns where few are looking. Patterns that can change how we live and challenges the status quo.

Besides diving and speaking, Stefan is also the founder and CEO of Detective Marketing – a consulting firm that helps companies around the world find new business opportunities in areas such as strategy, business development, and trendspotting.

**Links:**

[www.Sharkonomics.com](http://www.Sharkonomics.com)

[www.DetectiveMarketing.com](http://www.DetectiveMarketing.com)

**Picture:**

<http://www.detectivemarketing.com/press-room/>

**More information contact Stefan Engeseth:**

Tel +46 8 651 44 54

Mobile +46 704 44 33 54

Email first name ( a ) detectivemarketing.com